

ABSTRACT

Disclosed is a method and system for managing the transmission of interactive information over a satellite broadcast system in a fashion that is compatible with a user's set-top box such that the user can view the interactive content. The interactive information comprises graphic and textual data that enhances the current video broadcast. The present invention converts textual data into OpenTV data and graphical data into MPEG data. OpenTV software located on the user's set-top box reads the interactive information and displays the interactive information on the user's display device. The interactive information comprises additional interactive movie information, sports information, weather, and other information. Transmitting additional information to the user in an interactive format enhances and improves the quality of the content being provided by the content provider, which allows the content provider to increase subscription fees and enjoy increased revenue.